

TITLE SLIDE:

Connecting with Employers

Now & For the Future

Why Focus on Employer Development Over Traditional Job Development?

SLIDE 1: Where the most job opportunities are

SLIDE 2: Definitions

- **Job Development:** Typically means supporting a job seeker to gain employment. They are the primary customer and employers are more of a passive participant.
- **Employer Development:** The employer is the primary customer where we work to build relationships and ultimately create fundamental changes in the way they think and act in terms of recruiting and hiring people with disabilities.

SLIDE 3: Where the Jobs Are...

Hidden Job Market: 80 – 90%

Public Job Market: 10 – 20%

SLIDE 4: Where the Jobs Are...

Small to Mid-Size Businesses are a much larger job market than Large Companies

SLIDE 5: How Employers Prefer to Hire

Traditional Job Development (Largest to Smallest Preference)

- Resumes
- Advertising
- Employment Agencies
- Proof
- Referrals

The Reality of Employers' Preferences (Largest to Smallest)

- Referrals
- Proof
- Employment Agencies
- Advertising
- Resumes

SLIDE 6: Marketing & Employer Development

An ongoing cycle of:

- Positioning
- Prospecting
- Preparation & Promotion
- Presentation
- Proposals

SLIDE 7: Preparation & Promotion

- Before we begin defining our services and our message, we need to use ***Business Language!***
- Job Development – ***Recruitment Assistance***
- Job Coaching – ***Retention Support***
- Follow-Along – ***Post-hire Support***
- Assessment – ***Short-term Internship***
- Clients – ***Applicants, Job Seekers, Talent***
- Supported Employment – just ***“Employment”***

SLIDE 8: Preparation & Promotion

- Before we can begin to effectively market and present ourselves and our services we need to know what we offer and how it will benefit our customers
- We do this by defining three things:
 - **Features:** *The services we offer*
 - **Benefits:** *Addresses “What’s in it for me?”*
 - **Unique Selling Proposition (USP):** *The reason that our services are different than that of the competition.*

SLIDE 9: Features & Benefits

Example:

- Feature: ***Recruitment Assistance*** (we usually call it job development)
- Benefits:
 - We provide you assistance finding quality applicants
 - Reduce costs for recruiting and advertising
 - Our employment agency takes the time to learn about your company to understand your hiring needs and qualifications to help make the best possible job matches

- *Ultimately, knowing your needs and expectations paired with the extensive knowledge about our candidates helps take most of the guess work out of hiring. (USP)*

SLIDE 10: Making Contact: How We Present Ourselves

Introductions, Networking, Conversations

- Initial Contact: Introductions (*formal/casual*)
- Ask for time, not jobs
- Find out what they want and need
- Networking

SLIDE 11: Initial Contact - My Introduction

This....

- Hello, my name is Joe and I work for Happy Hearts Jobs. We are a supported employment provider and help people with disabilities gain meaningful and productive employment in the community. I was wondering if you have any openings?

Or This....

- Hello, my name is Joe and I work for Employment Solutions. We are an employment agency that provides area businesses with recruitment assistance and retention support. Much of our success comes from learning about our customers hiring needs and expectations. I would love to get 20 or 30 minutes of your time to learn more about your business...would you have some time next week to meet?

SLIDE 12: A Few Notes on Networking

- Networking is not a sales call...it's about meeting potential contacts
- In order to network with employers, you have to be where they are (business groups/activities, etc.)
- It's not an 8-5 effort
- Networking opportunities can happen anywhere anytime
- Networking is a two-way street
- Know your "stuff", ask good questions, be interested and get involved

SLIDE 13: Making Contact: Informational Interviews

- The best way to learn about a business

- Allows us to gain valuable insight into the business (positions, hiring process, expectations, etc.)
- Have a list of good, open-ended questions
- Listen more than you talk
- Take notes and listen for key things, i.e. needs, expectations and opportunities
- Store all information, knowledge and “intelligence” about your customers

SLIDE 14: How are you storing critical knowledge, information and “intelligence”?

- File cabinet, spreadsheet, your head?
- It is critical we store all of this information to facilitate career exploration and quality job matches!
- A new service and a bit of shameless self promotion... (EDP)
 - Web-based contact, knowledge & Customer relations system
 - Developed specifically for our field
 - Expedites career exploration, job matches, and enhances relationships with employers
 - www.edpsite.com

(SLIDE 15:) Employer List Home Screen

Description: An image of the home screen of the EDP system displaying columnar information about employer contacts.

(SLIDE 16) Worksite Analysis Screen

Description: An image of the worksite analysis screen – an environmental inventory of the employers you have contacted.

(SLIDE 17) Job Analysis Screen

Description: An image of the job analysis screen for employer contacts.

SLIDE 18: Employer Development

The cycle of positioning, prospecting, preparation and promotion, presentation, and proposals.

SLIDE 19: Employer Engagement Strategies

Employer engagement occurs during the presentation and proposal elements of the Employers Development cycle

SLIDE 20: Employer Engagement Strategies

- Engagement is when an employer chooses to actively become involved

- We have to support them...don't wait for them to figure it out
- We have to make it easy for them to engage
- Employers are at different levels (interest, experience, etc.)
- Be prepared to offer solutions to engage

SLIDE 21: A Few Engagement Strategies

Level 1 – Limited Knowledge & Experience

- Provide Information
- Training / Awareness
- Peer Consultation / Support

Level 2 – Has some understanding by limited experience

- Information / Support
- Training Awareness
- Engagement:
 - Info. Interviews
 - Job Shadow
 - Work Experiences

Level 3 – Has experience

- Training / Awareness
- Efficient Recruitment Solutions
- Retention Strategies
- Customized Employment
- Opportunities to share experiences and promote their efforts

SLIDE 22: Strategies to Implement

- Spend time on your features and benefits
- Make sure any leave behinds, websites, etc. reflect these and business language
- Treat employers as the primary customer that they are
- Invest time getting to know the employer
- Think quality over quantity...it will lead to increasing both.
- Develop and propose easy ways to engage
- To do an online demo of EDP just email me or visit www.edpsite.com

SLIDE 23: Our New Mantra...

In Search of Opportunities... Not Openings!

SLIDE 24: FOR MORE INFORMATION AND/OR TRAINING PLEASE CONTACT :

Rob Hoffman

Employment Analytics

Email: rob@employmentanalytics.com

Website: www.employmentanalytics.com

Employer Portfolios: www.edpsite.com